

April, 1957

the Canadian Realtor



O.A.R.E.B. President-elect Phil Seagrove presents retiring president Dick Whitney with scroll. (See page 8)

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CANADIAN REALTOR—APRIL, 1957



★ "It is well for a man to respect his own vocation, whatever it is, and to think himself bound to uphold it and to claim for it the respect it deserves."—Charles Dickens.

Whither Housing in 1957?

The Central Bank and the government has been applauded of late for cajoling the chartered banks into releasing more money for mortgage loans on new houses this year.

The sum is \$150,000,000. It is expected to provide enough money for the construction of 15,000 houses this year. It is hoped that this will help speed up the rate of construction of new houses.

But it still leaves unanswered a number of other questions.

Some believe that a drop in house-building is necessary point to the fact that rate of family formation is down from a few years ago, and that construction, especially of apartments over the last few years has brought supply into a reasonable relationship with demand. Building costs, too, have risen along with land costs and wages. Less activity in the house-building field will keep a damper on the wage-price spiral, it's argued.

Others believe that the drop-off in house-building activity is an indication that tight money is cutting too deeply into the processes of real production. Many businessmen back this view, and so do some government economists.

There's something to be said for both points of view. Certainly housing costs are spirally away above the grasp of young married couples, who are in direst need of new housing units. On the other hand, the drop in housing starts affects a large section of our economy.

\$150,000,000 in chartered bank mortgage loans does not answer the pleas for lower-cost housing, nor does it help potential buyers of used real estate finance their purchases.

Minimum family income for an N.H.A. financed loan is now almost \$5,000.

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Le Véritable Rôle du Courtier en Immeubles

On m'a prié de vous décrire le véritable rôle du courtier en immeubles, presque généralement connu aujourd'hui sous le titre d'agent d'immeubles. Afin de rendre mon exposé plus concis et plus facile à suivre, j'ai cru bon de retracer l'historique de ces "fonctionnaires" de la vie économique d'un peuple comme le nôtre, qui progresse continuellement. Cela expliquera encore mieux, pourquoi le "Jack-of-all-trades"—l'homme à tout faire d'autrefois—est devenu un spécialiste dont bénéficie la société - - - et lui-même par le fait.

L'histoire de l'immeubles connu de très modestes débuts; elle ne s'organisait vraiment qu'en 1908, aux Etats-Unis lorsque 120 hommes—représentant 20 chambres locales de courtiers en immeubles et une chambre d'un Etat américain se réunirent pour fonder une Association Nationale. A ce moment là, il n'y avait aux Etats-Unis que 45 chambres de courtiers en immeubles; maintenant il y en a près de 1,200 avec un total de 45,000 membres. Une Association Canadienne fut fondée il y a dix ans, elle s'étend maintenant du Pacifique à l'Atlantique et compte près de 3,000 membres. Il existe même, au Canada dans certaines villes des chambres d'immeubles vieilles de 50 ans, entre autres celle de Winnipeg qui fête cet automne, son cinquantenaire!

Pionniers de Cinquante Ans

Nous les pionniers qui travaillons arduement depuis plus de cinquante, trente et vingt-cinq ans, suivant le cas, n'avions pas les avantages qu'ont aujourd'hui les débutants. Ils jouissent d'une quantité de publications, volumes ou revues, traitant de la question immeuble sous tous ses angles, de magazines renseignés, malheureusement presque uniquement en anglais, mais avant longtemps, nous en aurons en français et, ce qui n'est pas à négliger, les bons conseils, les directives et l'expérience des vieux pionniers qui,

Based on an address by the late George Paquet, on the occasion of the first Quebec Association Conference.

très volontiers, se font un plaisir d'aider les jeunes.

On ne peut être courtier ou agent en immeubles du jour au lendemain et rendre des services honnêtes, francs et loyaux au public; ni se tailler une situation stable, sans prendre les moyens requis, études, renseignements sérieux sur le sujet. Tout comme l'enfant commerce et poursuit ses cours pour s'y instruire. Pour être courtier en immeubles et cela honnêtement, il faut être qualifié c'est-à-dire avoir pleine conscience et connaissance de son travail, être intègre, mettre de côté tout intérêt personnel, être très honnête et réaliser pleinement qu'il doit servir le public.

Pour entrer dans le vif du sujet que je traite avec vous, je dois premièrement établir les fonctions du courtier en immeubles. Son rôle consiste à servir d'intermédiaire entre des parties: acheteur ou vendeur et acheteur et vendeur, suivant le cas à l'étude.

Etre 'Vendu'

Comment effectuer avantageusement une vente ou un achat et les recommander? A moins d'être soi-même convaincu—être vendu', to sell to oneself—comme disent nos voisins—et de bonne foi sur la transaction en main, de la voir clairement sous la lumière des faits, il est difficile de diriger les négociations équitablement. Etre 'vendu' c'est être conscient du travail, de la responsabilité prise en agissant comme intermédiaire et en négociant pour autrui, c'est connaître à fond tous les problèmes de service qui découlent de cette fonction. Il faut aussi noter très soigneusement tous les détails qui sont soumis, en faire l'examen scrupuleux, autrement dit . . . ne pas chercher à vendre à d'autres ce que vous n'achèteriez pas vous-même. Il est facile de

vendre à autrui lorsqu'on est soi-même 'vendu'.

Le public peut et doit anticiper des services fiables, le courtier ou agent d'immeubles qui suit ces principes ne trompera jamais son client, que ce soit pour la vente d'une propriété construite, d'un terrain à subdiviser, d'un lot, d'une terre, d'un commerce, etc. Le courtier doit personnellement étudier et prendre connaissance de chaque cas soumis à son attention, visiter et inspecter toutes les constructions—vieilles, modernes ou très récentes, prendre en considération le local, tout ce qui peut favoriser le cas ou lui être défavorable. En ce domaine, les facteurs sont nombreux et variés, et il faut bien les connaître. La date de la construction, les revenus, les charges fixes, le développement actuel et futur par rapport à la situation, etc., sont d'importants facteurs à prendre en considération. Il doit établir la valeur marchande au moment où le cas lui est soumis et éviter à tous prix le piège de l'exagération d'un ou d'un autre.

Le travail d'un courtier ou agent doit être rémunéré ou payé sur une base de commission seulement. Ceci est important, et je tiens à définir ici ce que j'entends par l'honnêteté du courtier . . . lorsqu'il agit pour un client il doit le faire avec la même honnêteté et loyauté que s'il agissait pour son propre compte, son ambition et intérêt personnel. Il doit donner à son client tout le bénéfice de son travail et devra se satisfaire de la commission à laquelle il a droit en vertu du tarif des taux et commissions en usage dans le district où il exerce sa profession. Le courtier ne devra jamais, pour aucune considération, toucher plus d'une commission à la fois—soit du vendeur ou de l'acheteur—suivant les conditions stipulées au début de la transaction.

Par intégrité j'entends ceci: en aucune circonstance le courtier ou agent ne doit se laisser tenter ou accepter d'agir en intermédiaire pour

qui que ce soit, par exemple si une personne désirant être favorisée dans une certaine transaction au détriment d'une autre, si cette personne dis-je fait de belles promesses ou offre une commission supplémentaire. Si le courtier accepte une telle proposition, il commet un grave manquement envers la morale professionnelle, les personnes en question et lui-même. Aucune somme d'argent ne peut racheter l'intégrité qu'un homme a perdue. Pour être digne de son métier, je répète que le courtier doit donner à toute proposition d'affaire son attention individuelle, bien étudier les détails, se former un jugement sain et solide afin d'être prêt à le soutenir avec preuves à l'appui et d'en prouver la valeur et la bien fondée.

Connaissance de son Travail

Quant à posséder la pleine connaissance de son travail cela veut dire que l'agent d'immeubles doit connaître parfaitement la valeur des terrains, des constructions anciennes ou nouvelles, et aussi comment établir les valeurs de remplacement, les valeurs marchandes. Il doit être capable de faire toutes les évaluations qui peuvent lui être soumises, évaluation d'emplacement, de terrains, etc., Il doit aussi pouvoir établir la dépréciation des constructions financières.

Le courtier qui s'y connaît dans son métier est en position et mieux placé par le fait même, pour l'achat de propriétés, commerces ou autres qui ne sont pas en vente officiellement: Il peut donc l'acheter, agissant avec habileté et en toute connaissance de cause et faite faire une transaction plus avantageuse que directement d'individu à individu. Dans ce cas, l'acheteur paie la commission, la même qu'un vendeur aurait à payer le cas échéant. Elle est déterminée par le tarif des taux et commissions, le même principe basique s'applique aux clients désirant construire ou acheter un théâtre, un hôtel, un commerce de détail ou de gros, ou ouvrir un restaurant, etc., etc. Le courtier

ou l'agent bien averti est en mesure de diriger sa clientèle afin de les aider à choisir l'endroit exact et désirable, et de conseiller pour éviter les erreurs désastreuses ou coûteuses. Les courtiers en immeubles sont, en droit, tout à fait désignés pour se charger de la vente et de l'achat de propriétés résidentielles, de rapports, industriels, commerciaux, de manufactures, entrepôts, garages, hôtels, postes d'essence, théâtres, chalets, commerces divers, terrains vacants, terres à subdiviser, fermes; Ils s'occupent aussi d'échange de propriétés, commerces, etc. Ils se chargeront également de la location de logements, de locaux commerciaux, de bureaux, d'espace de plancher pour entreposer ou manifester, et même de terrain. Ils doivent aussi pouvoir honnêtement et consciencieusement renseigner leurs clients du point de vue financier. J'entends par ceci que mis au courant de certains plans ou projets de clients intéressés, ils doivent pouvoir les conseiller si tel ou tel proposition ou marché leur assure une certaine chance de succès ou si au contraire le résultat est problématique et dans toute transaction, comprenant par exemple un projet de construction, ils doivent avertir de la question financière, s'il faut emprunter, les aider à compléter leurs transactions et même être en mesure de leur procurer ou faciliter l'obtention de l'emprunt requis.

Problèmes de l'expropriation

Tout ceci fait, soit dit en passant, dans les conditions les plus avantageuses possibles pour le client en question.

Dans le cas de personnes s'adressant à vous pour vous soumettre des problèmes concernant un gouvernement, une municipalité, ou autre corps public, problèmes qui nécessiteront peut-être l'expropriation d'un terrain, d'une maison, le déplacement de constructions, peut-être même de démolition, il ressort du courtier ou agent bien qualifié, de prendre tous ces cas en main, de les étudier, de les con-

sidérer dans leurs plus petits détails, d'établir tous les dommages qu'ils subissent (pour pouvoir même témoigner en cour) et réclamer pour leurs clients tout ce qu'il est juste et raisonnable d'attendre de leur expertise.

Avec un Soin Jaloux

Courtiers et agents, un mot sur un point particulier, sur lequel je veux être bien compris et sur lequel j'insiste. Voici: au moment où vous prenez en vente propriétés, commerces, etc., faites le avec un soin jaloux... prenez garde d'oublier les détails ou renseignements se rattachant à la transaction qu'on vous confie. Prenez garde surtout en offrant une propriété à un acheteur, commerce ou autre de les mettre scrupuleusement au courant des faits; expliquez-lui, faites-lui comprendre les obligations qu'il contracte au moment de l'achat; par exemple, un fond de terrain payé, il faut le lui déclarer et lui dire ce que cela représente en rente foncière; s'il y a des comptes de taxes, de chauffage ou autres, il est extrêmement important de lui faire part de toutes les dépenses qu'il aura à rencontrer. Et... s'il s'agit d'un commerce qui fait un chiffre d'affaires de \$100,000. dollars, ne pas le 'souffler' pour faire une vente.

Mes amis, en garde... en garde contre les fausses représentations! Le courtier en immeubles, celui qui est bien qualifié aujourd'hui est sans contredit, un véritable spécialiste, un expert qui sera consulté en maintes circonstances. Il est indispensable et peut rendre-que dis-je, il les rend!—les plus précieux services au public tout comme l'avocat, le médecin, l'ingénieur, l'architecte, l'entrepreneur, le notaire, en un mot comme tout professionnel qualifié.

Le courtier est aussi indispensable à la société que celui qui se consacre à une profession. S'il se consacre à la sienne avec toute son intelligence et ces capacités. Pour mériter cette confiance du public il n'en tient que

(Continué sur page 8)

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CO-OP REPORT

February Sales Show \$4 Million Gain Over 1956

Despite the fact that February is a short month, both gross listings and sales showed a marked increase over January, traditionally the low month of realty sales, and a decided increase over February a year ago.

Total sales were healthy at nearly \$21,900,000, which is \$4,600,000 above the total sales for February 1956, and \$4 million more than January's \$17½ million.

Promise of a Good Year

This increase shows promise of greater things in store for realty sales in the spring, when home-owners get a chance to get out and about and their thoughts turn to newer homes.

Many of the Boards reported increased sales in 1957 as compared to February 1956, but much of the gain is accounted for in the increase in the number of boards reporting figures. Listings sold were 1,766 as compared to 1,342.

Toronto's sales were up \$2½ million to a total of \$6 million. Hamilton sales were steady at \$3 million almost the same as over the same period last year.

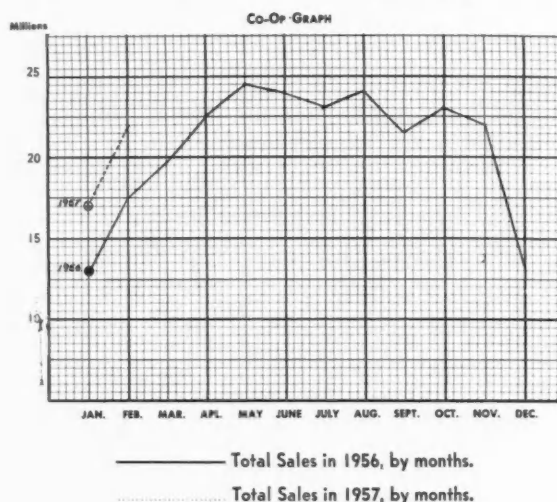
Calgary, Ottawa, Make Gains

Vancouver reported sales down by \$200,000 as compared with the previous February. Calgary was ahead by \$300,000 and Ottawa by \$600,000. Montreal, however, was down \$400,000 on the month's total of \$1,200,000.

Phil Seagrove, better known as "Mr. Co-op", with the comparative review of co-op operations across the country.



In the smaller centres, Kitchener-Waterloo made a jump from \$200,000 to nearly \$400,000 and Sarnia leaped to \$90,000 from the previous February's \$12,000.



Aid Sales With Picture-in-a-Minute Cameras

There's a growing trend for realtors in the United States and Canada to use the recently invented "Picture-in-a-Minute" cameras to help them sell real estate properties. Besides the initial listing of a property by photography, which is common practice whether taken by conventional photographic means or with a 60-second camera, there are many other ways where brokers have made good use of the unique aspects of a camera which will take develop and print a photograph in the field in 60 seconds without any need for a darkroom.

With it, the realtor, even one who knows nothing about photography, can get a good picture at about 30 cents a print (based on Canadian film costs) and inspect it on the spot. If it's not sharp enough, he can re-focus the camera and take another.

As a Sales Clincher

One New York realtor uses the camera as a sales clincher, when he sees that a prospective buyer is genuinely interested in one of his listings. If he sees the couple on the verge of buying, he snaps them, for example, relaxing in front of the fireplace. The picture, handed over on the spot, often causes a call the next day. Overnight, the couple admiring the photo had decided to buy.

Reports and Loan Applications

Using a picture in a minute camera, another broker

attaches a photo to mortgage loan applications or to reports to mail to head office. There's no mix-up of reports, for the field man can jot notes on the back of the picture as soon as it comes out of the back of the camera.

A Pensacola firm, which handles the financing of about 1,000 houses a year, takes a photograph of every house that it finances. These accompany each submission file that is forwarded to numerous investors across the country.

Public Relations Ideas

Nothing creates more good-will in new home owners than to have the broker give them a picture of themselves on the front lawn or after the sale is closed.

Every time the picture is shown to friends, the real estate firm's name is sure to be mentioned. One broker makes it a habit to trail clients as they approach a listed house. He snaps them with the house in the background, and amazes customers with a 60-second print before they inspect the first room.

Closer to home, Barney Clarkson, president of the Sarnia-Lambton Real Estate Board advises that they are using a Picture-in-a-Minute camera. The secretary of the board inspects every listing and takes a picture of the property. If the first picture is no good, a second one can be taken on the spot. Mr. Clarkson says that pictures now cost about 20 cents each. The camera was used for listing 209 properties last year.

Co-Op Statistics

Positions as of February 28th, 1956	1957	Board	Gross Co-Op Sales			Listings			Listings Sold			Population in Thousands
			Year to Date	Feb. 1957	Feb. 1956	Year to Date	Feb. 1957	Feb. 1956	Year to Date	Feb. 1957	Feb. 1956	
1	1	Toronto.....	10,661,213	6,497,945	4,055,208	1,062	2,085	790	698	423	276	1,200
2	2	Hamilton.....	6,107,850	3,172,025	3,052,487	1,374	679	669	535	284	281	225
3	3	Vancouver.....	5,156,351	2,795,147	2,962,242	1,645	856	780	483	266	259	525
5	4	Calgary.....	2,731,631	1,453,170	1,187,615	752	340	269	226	124	91	170
6	5	Ottawa.....	2,512,580	1,508,030	983,258	573	297	172	178	108	66	220
4	6	Montreal.....	2,061,279	1,241,879	1,637,600	405	203	65	92	58	28	1,500
7	7	Winnipeg.....	2,006,604	1,047,029	943,025	594	305	265	199	102	102	390
8	8	Edmonton.....	1,833,268	953,910	602,500	599	276	219	175	90	57	210
9	9	London.....	1,164,908	574,708	583,249	281	132	107	111	58	61	101
—	10	*New Westminster.....	943,908	501,700	392	189	111	56
—	11	*Victoria.....	745,952	363,216	267	143	74	38	113
11	12	Kitchener-Waterloo.....	652,375	383,975	202,275	186	78	67	61	38	22	57
13	13	*Saskatoon.....	390,348	212,625	144	66	47	25	70
14	14	Windsor.....	341,666	192,116	178,200	71	40	52	32	18	18	175
10	15	Bramford.....	262,800	116,250	270,950	92	51	40	29	12	27	51
16	16	Oakville.....	204,150	53,050	155,940	29	14	11	15	4	10	10
26	17	Sudbury.....	170,000	60,500	66,000	33	18	16	12	5	2	46
25	18	Sarnia.....	161,550	89,700	11,600	49	28	8	14	7	1	45
15	19	Orillia.....	159,450	97,650	105,897	55	35	9	15	9	10	13
—	20	Niagara Falls.....	132,045	47,945	28,750	44	14	37	13	4	3	50
—	21	*Guelph.....	111,747	99,247	19,300	26	11	13	4
22	22	Sault Ste. Marie.....	110,900	63,500	36,700	9	4	4	3	2	3	36
20	23	Kingston.....	104,700	83,700	10	7	6	6	3	3	40
—	24	*Brampton.....	85,000	61,500	18	9	8	6
25	25	*Oshawa.....	81,750	14,550	18,000	32	18	7	5	50
24	26	St. Catharines.....	75,400	35,500	42,265	35	20	13	7	2	2	40
19	27	Galt.....	63,100	52,600	58,250	34	23	14	9	4	6	23
17	28	Peterboro.....	41,000	23,000	58	28	24	7	6	7	15
—	29	*Brandon.....	38,400	8,000	24,550	8	5	4	2
21	30	Fort William.....	17,800	8	6	8	4	1	4	38
—	31	*Barrie.....	16,750	9	6	2	0
—	32	*Cornwall.....	15,100	15,100	32	10	1	35
—	33	North Bay.....	32	16	2	2	12
Totals.....			\$39,318,475	\$21,879,667	\$17,219,261	8,958	6,012	3,661	3,193	1,766	1,342	

* Not Reporting in
February of 1956.

Your PUBLIC RELATIONS

Publicity differs from advertising in that advertising is **bought**, but publicity is **earned**.

Realtors are in a fortunate position in this respect. Most of their work is concerned with primary human needs for land and shelter. That's the very best kind of grist for the news mill!

John H. Hall, one of Canada's top real estate editors, offers this advice for realtors to follow when they feel they have a story:

"Contact the editor by 'phone, by mail, or personally. Get your facts correct every time. This means names, full initials, dates, times and the name of a responsible executive who is able and willing to supply further information.



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Don't Mislead

"Never, under any circumstances, attempt to mislead a newspaperman. Sooner or later, your sin will catch up with you—perhaps not the first time but it is inevitable. And from that day forward you are advertised, not merely considered, as unreliable on each list of contacts in that editorial office. This is a high price to pay for the satisfaction of 'putting over' one deal with the aid of the press."

Be Available For Comment

Being available for comment is important. Don't make your secretary run interference for you. Newspapermen are busy, too, and eventually they'll resort to other sources which readily discuss recent sales, business trends and other matters.

Mr. Hall says that the bulk of newspaper stories appear because they have been inspired by the persons involved. The responsibility is on the realtor to "spread the news".

He cautions, "Expensive cocktail parties bear little relation to press results. Never make the mistake of thinking that a newspaperman has to be bribed into writing your story. Example: the president of a large firm spent considerable time and thousands of dollars building up his company's public relations. Then one of his employees let the remark slip that his boss regarded all reporters as 'free-loaders'. In one sentence the

years of effort and all the expense were largely wasted."

Importance of Promptness

What is news today becomes history tomorrow. It is essential for realtors to remember this in their dealings with the press.

The staff of a newspaper, Mr. Hall points out, is the sole arbiter of what is newsworthy and what space an item will get, if any. He cautions: never ask an editor to run a story—offer it to him with all the essential facts and tell him everything he wants to know that you the at liberty to divulge. Then leave it up to him.

* * *

Q: Sales tactics of a real estate broker in our town—not a member of the local board—are producing a bad public reaction towards all brokers. What can be done about it?

A: A good deal more would have to be known in order to prescribe a proper remedy. The worst sufferer from unethical selling practices is always the man himself. In this case, he simply may not know any better. Lack of education and training are often to blame. Why not arrange a friendly call on him by the president of the local board, the chairman of the membership committee and several prominent members? They can explain the issue involved and, if he is eligible to join, the advantages of board membership and all that goes with it: enhance public status, an opportunity to learn more—earn more, and enjoyment of good friends and fellowship.

Le Véritable Rôle du Courtier en Immeubles

(Continué de page 5)

de vous chers amis courtiers et agents. Il faut se tenir à la hauteur de la tâche entreprise et de votre profession; vous y parviendrez facilement en prenant avantage de tout ce dont on dispose. Voir: associations locales, manuels, revues, associations provinciales, canadiennes. Tout courtier et agent doit faire partie de ces organisations et s'y intéresser ardemment; s'engager solennellement à observer les règlements et les codes d'honneur en usage dans chaque association. S'associer à ses confrères, prendre part aux réunions organisées par les associations, étudier ce qu'elles mettent à votre disposition, demander les renseignements dont vous avez besoin et qui ne sont pas toujours à la portée de la main. Adressez-vous aux officiers de vos associations, ils seront trop heureux de vous aider, renseigner

et guider. Observez religieusement le tarif des taux et commissions et votre code d'honneur, voilà la seule et unique manière de bien remplir son rôle et d'être, envers les confrères, un digne courtier ou agent en immeubles.

Depuis un certain temps déjà, on donne des cours spécialisés dans diverses parties du pays, dont un à Québec, en langue française, il a été donné le printemps dernier. Avant longtemps, ces cours deviendront une véritable organisation; ils sont à la portée de tous, puissent-ils connaître un bel essor!

Je termine espérant que ces remarques vous seront utiles et de quelque intérêt; si modeste qu'elles soient, puissent-elles contribuer à établir un solide standard dont bénéficieront avantageusement tous les courtiers ou agents d'immeubles.

CANADIAN INSTITUTE OF REALTORS NEWS

By P. S. BEDFORD, President



Committee Discusses Educational Plans

In my last report to you I confined my remarks mainly to the appointments to your Governing Council and to your Standing Committees for 1957. Since that time your Institute has moved into high gear. Your various committees including your Executive Committee and your Governing Council have met to plan their courses of action. My few words at this time will be restricted to some of the discussions and decisions arising out of the last two mentioned groups. The others will be dealt with in my future reports to you.

The Executive meeting was called for Feb. 15th at the King Edward Hotel, Toronto. Those in attendance were Messrs. Harvey, Bosley, Mills, Weber, Follows and myself. The Governing Council met the following day. Those registered were: Messrs. Weber, Bosley, Turpie, Ker, Oliver, Boulton, Mills, Harvey, Ritcey, Koyl, Stevenson, Willoughby, Follows and myself. The attendance was most encouraging and was indicative of the interest which prevailed throughout the two day gathering.

Resume of Course Operation

Mr. Paul Gutman of the University of Toronto Extension Dept. was invited to attend and was on hand. He has been the University's guiding official of the Correspondence course and has been most generous with his counsel and time. He provided the Governing Council with a resume of the 1956-1957 operation of the course to the end of January, and answered the many questions asked of him. He informed the meeting he was very pleased with the results to date since the number of assignments submitted has been high and the quality of the work above normal.

In fact, he predicted the percentage of students passing in 1957 would be considerably higher than that of 1956. Mr. Gutman's comments and recommendations were well received. We are indebted to him for being in

attendance and for the fine compliments he paid your Education Committee headed by Mr. Harvey.

The number of students enrolled in the course this year was reported to be 188. 128 of these are in the 1st year and 60 in the 2nd year. It is interesting to note the 128 in the 1st year represent the various provinces as follows: B.C. 28, Alberta 7, Sask. 7, Manitoba 4, Ont. 63, Que. 14, Nova Scotia 4, New York State 1. The 60 in the second year are similarly spread out: B.C. 7, Alberta 3, Sask. 2, Manitoba 2, Ont. 34, Que. 11, Nova Scotia 1.

Third-Year Papers

The Education Committee informed the Council the papers for the 3rd year of the course were in the process of being compiled and would be completed in ample time for publication. This committee has sent out a revised questionnaire to each student, similar to that previously used as a fact finding medium and a means to determine the problems of the students. Most of these have been returned and analyzed. They have indicated the course is highly regarded by those taking part and requires few refinements.

As a further assistance to students the Governing Council directed the executive secretary to send a list of all students to those participating in the course. This is being done to encourage the students to contact those in their area and to form study groups. These study groups were pioneered in Ottawa last year and were largely responsible for Ottawa students winning the majority of the top awards.

Exchange of Membership Lists

To complete the program of assistance it was further recommended that a list of all students should be sent to the members of C.I.R. and a list of all C.I.R. members should be sent to all the students. It is hoped this

will result in students contacting C.I.R. members when in need of help and that C.I.R. members will devote some of their time in assisting and encouraging those students close by in their studies.

Since your Institute is the educational arm of the C.A.R.E.B., steps were authorized for the first time by C.I.R. to publish educational matter in the Canadian Realtor. This work will be conducted by the committee under the direction of Mr. Ned Rhodes of Ottawa. Much thought and considerable discussion was given to this matter. As time allows, this duty of the Institute will become more and more significant. It should become in due course a very impressive part of our activity.

To supplement this work of Mr. Rhodes, other assignments of importance were given at the meeting to Mr. Andrew Turpie and Mr. Murray Bosley. These assignments are enlarging our field of operation and form a nucleus of future benefits to accrue to our profession. I truly feel that although progress in the early stages of our Institute may appear to be slow, positive steps have been taken and are being taken which will ultimately crystallize into accomplishments of real worth.

Plans for Publicity

To provide more publicity for the Correspondence Course, the Council authorized sufficient funds to obtain a portable display to be made available for erection at Board meetings and conventions. This display will contain the texts and other literature used in connection with the course. It is anticipated the display together with other publicity will assist in bringing the advantages of the course more effectively to board members.

Many other noteworthy items were considered, approved and recommended at the meeting, which extended late into the afternoon. Some of these items will be reported upon later.

APPRAISAL SECTION

Your Appraisal Editor, J. I. Stewart, is a graduate of the University of Toronto and Osgoode Hall Law School. He has also successfully completed the Post Graduate Course in Town and Regional Planning at the University of Toronto and is a graduate student in the Institute of Business Administration of the School of Graduate Studies, University of Toronto. Mr. Stewart is manager of the Appraisal and Mortgage Department of Shorthill & Hodgkins Ltd., Toronto.



J. I. STEWART
M.A.I., A.A.C.I.,
S.R.A.

For What It's Worth

The Appraisal Department of an Integrated Real Estate Firm

By J. I. STEWART

There are two sides to every matter (or so the story goes) and it appears logical to consider the present question from the viewpoint of both the Realtor and the Appraiser. Clearly in any endeavor people behave as they do to either obtain a measure of satisfaction or to avoid a measure of discomfort. In as far as our appraisal department has been concerned, it has been proven time and again that Shorthill & Hodgkins Limited and the writer and his associates who make up the Appraisal Department have all gained satisfaction from the association; at the same time we have also all avoided certain discomforts; in the case of the firm, the discomfort of having to give quasi-professional advice but being unable to charge for it, and in the case of the appraisers the discomfort of having to start from scratch not only in the organizational aspects of getting going in business but also in the data gathering aspects of individual appraisals. A large integrated firm like Shorthill & Hodgkins Limited has, even in its short life, accumulated a wealth of information, experience and reputation and it is extremely beneficial to be able to tap such resources.

1. The Realtor's Side of the Picture

(A) Valuable Time and Experience Dissipated

Mention has already been made of the inability of the Realtor who has not got a separate department to which he can channel quasi-professional problems, to charge for advice given. We all know that a great many users

and owners of real property have expected to receive, without remuneration, the benefits of the Realtor's experience; we also know that all Realtors are only too glad to give freely of their experience but that they hope for some financial remuneration eventually in the form of a listing, an offer, a contract and so on. Just cast your mind back over the past week or month and try to recall how much of your time you spent in giving advice or discussing problems with owners or occupiers of real property; better still, why not keep track over the next week or month of these occasions?

The writer started our appraisal department in April of 1954 (boy, how time slips by! . . . and what a pleasant three years of mutual association.) Oke Hodgkins, our commercial and industrial principal, during our first exploratory meeting commented on how much of his time was being expended on discussions with and advice to owners and tenants; he is a busy man and his job is to produce real estate sales and leases by his own efforts and those of his sales force. Any time taken from these endeavors is costly and while some informal chats with owners eventually lead to listings and offers, he found that 95 per cent did not. Hugh Shorthill, the residential principal, had the same problems, but as will be noted later, the appraisal department has not been able to remove these from his field of operation to nearly the same extent as in the case of the commercial-industrial side of the business.

(B) Use of Managerial Skills

While the first point mentioned appeared on the surface to be the major reason for setting up a Professional Real Estate Department, it is now clear that it was just more obvious than other and more lasting reasons.

(i) **Management Manages.** The great limitation on expansion in any industry or undertaking is the inability to obtain adequate managers. Just to digress for a moment, let's look at what a manager's function is; it is suggested that his chief functions are to get things done through people and to plan. Any time spent on other things must produce at least as much in satisfaction as the time taken from this prime function. We have only too often observed the tragedy of a "doer" being unable to become a "manager". We all know that "to get a thing done right

EDITORIAL NOTE

This series of articles has as its purpose the illustration of various advantages and disadvantages from the viewpoint of both the Appraiser and the Realtor of conducting a professional appraisal practice in various categories of real estate offices which are found on the Canadian scene. Art Jellis has already discussed the question from the viewpoint of the appraiser in a multi-office firm. Drury MacKenzie likewise has shown how a non-realtor appraiser can carry on his work. The current article and the subsequent one point out the pros and cons of operating a separate department in an integrated multi-department but single office real estate firm; subsequent comments will be inserted from the viewpoint of the one-man Realtor-Appraiser operator and the series will conclude with an article of general interest on "How the Appraiser can assist the Realtor".

we must do it ourselves". But we also recognize that a "doer" is limited by the physical and mental attributes of a single individual. Therefore to build bigger and better we must find "managers"; this is the bottleneck and is one of the major reasons why as a general rule single office real estate firms are predominant in our field.

In Shorthill & Hodgkins, the principals realize that their function is primarily to "manage" and so the Appraisal Department can take advantage of this managerial function and continue to be "doers" without the loss of productive time and effort in major administrative details.

(ii) **Division of Labor.** In industry, commerce, government, education . . . yes, in every phase of our lives specialization is the guiding principle (that's why we have men and women!) The professions have been slowly and grudgingly giving up their emphasis on the general practitioner and we see narrower and narrower degrees of specialization as knowledge becomes greater and greater and gradually outstrips the capacity of one human mind . . . (The dear old lady who was being shown through a R.C.N.V.R. Depot on one of those "Open House" deals; an officer was introduced to her as being a Naval Surgeon and her comment was: "My, how you doctors do specialize!")

Need for Specialization

The real estate profession is gradually recognising the need for such specialization. Obviously in an urban area it takes different skills and knowledge to negotiate the sale or lease of a factory than it does for a single family dwelling; complexities of doing business also contribute to the trend, but perhaps the most important cause is the increasing intervention of the government at all levels of life. From the point of view of real property we see the direct effects of such intervention in the form of zoning by-laws and legislation concerning land use, ownership, acquisition, disposal, assessment and so on ad infinitum. More subtle but just as important are the indirect effects of income taxation which has brought about the popularity of the lease-back and other variations of real property tenure.

Ownership of real property revolves about the ability of someone to marshal sufficient economic resources to acquire and retain the property; generally the owner prefers to acquire it by means of using as little of his own resources as possible and as much of someone else's. Hence the genesis of the various forms of financing which have been developed and refined in the lifetime of all of us; these require knowledge of their possibilities and potentialities on the one hand and of their limitations on the other, and this again leads us to specialization.

(iii) **Realtors and Salesmen need advice.** Another thing which is becoming clear is that our firm (and your firm too) can best do its specialized jobs if there are specialists in the various fields who can counsel the sales personnel on occasions when problems are presented which are beyond the field of experience and knowledge of the general practitioner. The problem is (as mentioned above) where are the specialists to come from? In the past they have come up through the sales end of the business, learning by experience. Now, however, the Real Estate Industry has expanded so rapidly and things are happening so fast that we can no longer rely on adequate replacements being produced simply by the effluxion (some word eh!) of time. Here is where the various Boards, Associations and Institutes come into the picture, and C.A.R.E.B. is the forerunner in the world of setting up a Realtors Institute, the purpose of which is to de-

velop well-rounded general practitioners. While experience can be a good teacher it is made immeasurably better by the provision of adequate explanatory material (in the form of publications, courses, lectures and so forth) to highlight the concepts involved in each bit of experience and we must be able to recognize these when they reappear in some changed conditions if we are to truly learn from experience.

Accumulated Experience Chief Resource

(iv) **The Realtors Raw Material.** Every real estate office has as its chief resources the accumulated experience and information obtained from previous endeavors. But just as experience is only a good teacher if it teaches concepts so these resources are only valuable if they can be recalled for reprocessing when needed. You will all have experienced the situation of remembering a certain property on which you once had a listing from which you want to get some information on which a current deal depends; the only trouble is you can't find the old listing!

When we started our department we found that the only old listings being retained by the firm were those on which offers were obtained and accepted; all the others were thrown away. This is like Imperial Oil dumping (as it did until a few years ago) what was considered as waste products, but which now form the raw materials for the great petro-chemical industry in Sarnia. The raw material of experience is adequate past data and this is another reason for having specialized departments to assess the raw material into profits.

This article has taken on a voluminous appearance and so we'll split it here and in the next issue will conclude the discussion with a look at the Appraisers' side of the picture.—J.I.S.

(One Of A Series For Realtors)

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Toronto Daily Star



Association of Real Estate Boards

Progress and Growth Reviewed At 35th Annual Convention

With eyes on their spring and summer selling season, Ontario Realtors last month made a careful assessment of 1956 achievements and 1957 prospects.

Occasion was the 35th annual conference of the Ontario Association of Real Estate Boards, held March 10-12, in Ottawa at the Chateau Laurier Hotel.

A constructive program, record-high registration, well-attended sessions and conviviality were the highlights of the convention. About 430 members and their wives were in attendance and without doubt all would attest to the progress achieved. Members of the Ottawa Board added to their reputation for being excellent hosts, and conference chairman Roy Wymark and his committee are due a large vote of thanks for the way in which all activities were organized.

Sifting of Factors

A sifting of the factors for and against the 1957 season of real estate selling, brought out the following points during the conference:

- The real estate market for most of 1956 was good.
- It will continue stable this year and there will be plenty of opportunity for good operators.
- But up-to-date merchandising techniques will be needed for both new and resale homes.
- Homes are now competing for sales dollars with autos and other commodities as never before and buyers are value conscious to a high degree.

The Conference got away to a good start on Sunday, March 10, when Realtors and their wives left the Chateau Laurier on a bus tour of

the Capital. The national buildings and parks were never-to-be forgotten sights and the red-coated Mounties at the Parliament Buildings drew many sighs from the ladies.

An informal reception followed Sunday evening, giving delegates a wonderful chance to get acquainted and to renew old friendships. Following this, Hamilton Board held "Open House" and proved to be wonderful hosts.

Opening Session

On Monday, the opening session was called to order by Roy Wymark, conference Chairman, and the invocation was by Rev. H. Box. Ottawa Board President N. McFarlane officially welcomed the delegates to Ottawa.

In the Secretary-Treasurer's report which followed, W. H. Follows made some surprising revelations and gave some statistics which showed a healthy financial situation. His report, which is reproduced in full on page 18 showed that the Ontario Real Estate Board ended 1956 with a membership of 4,482 and a financial surplus to boot.

Retiring president C. R. Whitney gave an optimistic review of business outlook for 1957. He believed that the present decline in new home starts and reports of sales levelling out in some cities and towns was a temporary situation and would probably only be of short duration. He was of the opinion that the outlook in the real estate field was reassuring. The rate of our population growth was again rising, partly because births continue at a high level, partly because of an increased flow of immigrants, particularly to central Canada. A somewhat lower but still high level of house-building this year would bring a better equilibrium to the housing market, setting the stage for further expansion in the next few years.

Said Mr. Whitney, "The fact that the number of new starts will be less this year can mean only one thing to realtors, and that is, we have a wonderful opportunity to advance selling techniques on existing homes.

"We do have one advantage — a good real estate salesman has as much if not more opportunity for earning a commission in a poorer market than in a runaway market."

Address by Huebenthal

At ten-thirty Monday, a business session in Convention Hall was held. Mr. W. J. Webb introduced Fred B. Huebenthal, field executive of the



1957 executive O.A.R.E.B. Left to right: regional directors P. H. McKeown, Ottawa, F. J. Dawson, Sault Ste. Marie, Andy Hawreliak, St. Catharines; P. A. Seagrove, Hamilton, President, F. N. McFarlane, Ottawa, vice-president; regional directors C. W. Rogers, Toronto, and W. J. Webb, London.

U.S. National Association of Real Estate Boards, Mr. Huebenthal's keen sense of humor prevailed all through his subject "What's ahead for Real Estate".

Mr. Huebenthal felt that the real estate market would remain stable this year. He went on to outline the reasons for his beliefs. Amongst them, the age of marriage is now lower than it was several years ago. Populations are becoming more mobile.

In the United States, the average home changes hands every five and one-third years. These reasons give people more excuses and opportunities for moving and this accentuates the rapid pace of changing home ownership . . . "In fact" said Mr. Huebenthal, "years ago, a person 60 years of age was shelved, as the saying goes, but now new homes are being built for older people to enjoy".

Mr. Huebenthal went on to point out that though the money market was tight for 1957 it is only tight because "More people, more businesses, and more industries are seeking funds for new homes, expansions and additions, and this is an expression of confidence in the future".

In jaunty vein, the U.S. real estate expert brought forth a whip, which was presented to Dick Whitney to pass on to the new incoming president. In spelling out the word "whip" Mr. Huebenthal had this to say:

W Work and more hard work—no substitute.

H Head—never stop using your head.

I Ideas—make them creative ones.

P Purpose.

He concluded: "The realtors' business is service-counselling and solving shelter problems for home-seekers, business and industry. Always remember when you help someone else up the hill you get there yourself".

Monday Luncheon

At luncheon on Monday, head table guests were regional directors, Board presidents and their wives.

President Whitney introduced them and reported on the progress of the various divisions throughout the year, noting progress in various fields, unusual achievements and outstanding contributions of various members.

One of the last events at the luncheon meeting was the presentation of the Annual Achievement Award to the member board which had in 1955 shown the greatest real progress and expansion.

Meet Phil Seagrove, O.A.R.E.B. President for 1957

Hamilton Realtor Has Long Record of Service

Long dedicated to service on behalf of organized real estate, Philip A. Seagrove of Hamilton was elected president of the Ontario Association of Real Estate Boards at the Annual Conference.

Widely known as "Mr. Co-op", Phil Seagrove is an enthusiastic and outspoken advocate of the co-operative method of marketing real estate.

Born in England in 1899, "Mr. Co-op's" family emigrated to Canada when he was of an early age, settling in Woodstock, Ont. It was in 1929 that he moved to Hamilton and commenced work in the real estate business.

He has been at it ever since, finding time to devote to the fields of life insurance and general insurance, as well as serving as mortgage representative for the Dominion Life Assurance Company, a position he has held for the past 10 years.

In 1944, Mr. Seagrove joined the Hamilton Real Estate Board, becoming its secretary in 1950-51. Simultaneously he was busy promoting the first co-op listing system among brokers in the Hamilton area. This group later combined with the Hamilton Board to the advantage of both parties.

He was chairman of the Co-op Division of the Ontario Association in 1953 and has been chairman of the Co-op Division of the Canadian Association of Real Estate Boards since that year until the present.

Installed as a charter member of the Canadian Institute of Realtors in 1953, he was nominated to the governing council of this body for a three year term in 1956. In the same year he became a regional director of the Ontario Association and a member of its executive committee. He has been a member of the eastern executive of the Canadian Association since 1955.

Mr. Seagrove has a married son who is also in the real estate business in Hamilton, a married daughter and a younger son who is associated with the Dominion Life Assurance Company at head office in Waterloo. He is also a member of Trinity Baptist Church in Hamilton, serving on the Deacon's Board with which he has been associated for many years.



Peterborough took the award this year. Last year—the year of its inception—it went to St. Catharines.

This award is given on the basis of a point system questionnaire developed by the regional directors. Results of the questionnaire are examined and the decision reached from them.

In the morning the ladies were taken on a tour of the Parliament Buildings and then to a luncheon at the Country Club in Quebec. "Elegant" does not even describe the luncheon, we were told by one of the ladies who attended "We dined on roast duck and wild rice, followed by ice-cream and rum sauce".

Afternoon visits for the ladies were arranged to the National Art Gallery and Laurier House.

Round Tables Popular

At the round tables which followed the president's luncheon a slightly different system was followed this year. Each of the four round tables followed the same pattern as the four speakers moved from table to

table dealing with the same subject at each. The four phases of real estate dealt with are as follows: advertising, financing, selling, listings.

Speakers were Harvey Keith, C. Gordon Todd, Harry LePage and B. Kelly.

The fifth round table was a separate one, where Mr. George Whitney led the discussion on Industrial and Commercial topics. This was well-attended, and resulted in a lot of profitable information for all who participated.

Mr. B. Kelly led the round table discussions on Listings. Mr. Kelly discussed the various methods of obtaining listings: requesting them in newspapers, checking sold signs in the neighborhood, wanted column in newspapers and so forth, "But the best listings" said Mr. Kelly, "Are co-op listings."

"The reasons", he went on, "are plain. More men to handle them, the public gets a better deal and is better protected."

Round Table Discussion Personalities



HARRY A. LEPAGE



HARVEY KEITH



C. GORDON TODD



BERNIE KELLY

Advertising . . . this part of the round table discussion was led by Mr. H. Keith.

Mr. Keith pointed out that many people who bought a home five years ago for \$10-\$15,000 are now in the market for a home worth \$20-\$25,000. He gave suggestions for direct mail campaigns to old customers, giving the attractive selling points of the newer homes and subdivisions.

Mr. Gordon Todd's subject was financing. "Play the ball with the mortgage companies and banks" was Mr. Todd's advice to realtors.

Mr. Harvey LePage talked on selling. Mr. LePage's ideas included a super sales meeting once a week where ideas could be compared. He emphasized the need for salesmen to take turns on enquiry about new prospects in order to be fair to each and every one. "It works wonders", he said "to have a set time for an open house on a new co-op listing and have the listing broker there with other brokers and sales persons, so that discussion and value estimation can take place on the spot".

Evening Entertainment

The Toronto board's afternoon cocktail party was a huge success. It was followed by dinner at the Chaudiere club, where lovely gardenias, a present from the Brampton Real Estate Board were presented to all the ladies. A floor show followed.

Tuesday's program kicked off with a demonstration residential appraisal by Mr. A. N. Lockwood, of Newton, New Jersey, past president of the American Institute of Real Estate Appraisers.

The need for expert counsel in the appraisal of real estate and the responsibilities of the appraiser were discussed by Mr. Lockwood.

"Man has developed an atomic-powered submarine which would enable him to cruise around the world but he hasn't developed gills, so he still needs land bases. Man can

fly around the globe but he must have airports in which to land", said Mr. Lockwood.

"Land will continue to be the basic requirements for man's survival, and the tremendous growth of the world's population will continue to put more stress on land's proper use and on the technically trained appraiser much depends."

The speaker outlined numerous diverse influences at work to change the pattern of land utilization and values such as the effect of the automobile and expansion of highways and on land utilization problems of communities of every size and description.

"Real estate values are subject to change," pointed out the speaker. "They are like the water in a river. The river is always there. But it is never the same water. These changes in realty values are being hastened by the complexity of today's economic and social changes and multiply the need for accurate estimates of property value."

This need in turn, declared Mr. Lockwood, emphasizes the need for expert appraisal services of a truly professional character such as are rendered by the members of the Appraisal Institute of Canada and the American Institute of Real Estate Appraisers.

Elect Seagrove President

At the Tuesday morning business session, P. A. Seagrove was unanimously elected as president of the Ontario Association of Real Estate Boards, and F. N. McFarlane of Ottawa was elected vice-president.

Regional directors were also elected as follows:

- Region 1, W. Webb, London.
- Region 2, A. Hawreliak, St. Catharines.
- Region 3, C. W. Rogers, Toronto.
- Region 4, F. J. Dawson Sault Ste. Marie.
- Region 5, P. H. McKeown, Ottawa.

Ross Strike Addresses Convention

Tuesday's luncheon speaker was Mr. Ross Strike, first vice-chairman of the Ontario Hydro. Mr. Strike gave his audience an illuminating view of the pushbutton age, which he described as being not too far off in the future. He listed, among other things.

- a self rinsing sink with a warm-air hand dryer.
- a power driven pot scrubber.
- television sets without antennae or cabinets, allowing a flat TV screen to be hung on the wall like a picture.
- home precipitators for elimination of dust and dirt.
- electric toilet systems that will eliminate sewage disposal plants.
- electric incinerators that will replace garbage disposal units.
- radiant heating panels to be suspended over a bed to keep sleepers warm without blankets.

Ladies Visit Touraine Club

The morning program arranged for the ladies included a coffee party at the Chateau Laurier, followed by a luncheon at La Touraine Club at which time a fashion show was given which demonstrated some really lovely spring fashions. The ladies received some beautiful gifts, including perfume, hand lotion and a sterling silver coffee spoon.

Highlight of the Tuesday afternoon program and indeed one of the highlights of the whole convention, was the interview program which presented Stewart Bates, president of the Central Housing and Mortgage Corporation, who answered many questions on Housing Finance. Others who participated included W. F. Lougheed on Monetary Conditions, A. McClaskey on Planning Problems of Tomorrow, W. E. Duffett on Populations and Urban Development and Dr. O. Firestone on the Future of Canada.

Detailed report page 20.

Board Officials Confer

The seminar of the board presidents, secretaries and directors was chaired by Pat Harvey and followed the interview program.

The discussion got underway with a suggestion that the standard pattern of office-bearers should be "Plan your work and work your plan".

Amongst the stimulating suggestions brought forward were that good public relations help in making a good board. The board should try and do something concrete for the community to which it owes its existence.

Board meetings and programs were also topics of lively discussion. Meetings must be attractive so that members will want to attend. Those that do not attend are those that need the meetings the most. Some boards, it was pointed out, include dinner costs in their dues for the year, to encourage members to attend.

Concluding Banquet

The convention concluded with the Tuesday evening banquet, at which the speaker was Rev. W. Findlay Stewart, moderator of the Presbyterian Church in Canada. His topic was "Head, Heart, Hustle". Rev. Stewart stated that Canada must become a nation in which people of all vocations should utilize their brains "something we are not doing right now", he said.

"We are just not making the most of Canadian intelligence and training, and the application of the head is a pretty important issue. A great many have no affection for their jobs, but in the future we must love Canada and our home. The masterword for achieving great nation status will be plain hard work."

Trophy Presentation At Final Ceremony

Following was the presentation of the C. K. Jutten trophy to the Orillia Board for the highest percentage of members attending. This is the fourth straight year Orillia has won the trophy—which means that it has won it every year since the board's inception.

Hamilton is to be the site of the 1958 Convention of the Ontario Association of Real Estate Boards.

New officers were installed as the climax of the three-day meeting, with Philip A. Seagrove of Hamilton, as president for 1957.

What Will 1957 Bring?

Retiring President Whitney Discusses Past Accomplishments, Future Prospects

A major topic on the lips of men today being "What is 1957 going to bring", it would seem appropriate to sit down and analyze to some degree what has brought us to this year and from that analysis what conclusions might we safely predict for this year.

Our province of Ontario forms a most integral part of the Canadian economy and it would seem appropriate to digest what we have read about it. It is the people that make the province and we have a population of 5,515,000 or almost 34 per cent of all that of Canada. Our population is growing and rapidly. There were more than 90,000 immigrants settled here in 1956 and from all indications that figure will be higher this year particularly in view of the airlift plan recently announced. Of these population figures 2,098,000 persons were in the Ontario work force while unemployment averaged only 2 per cent over the whole year, the lowest since 1953.

Wages Up Five Per Cent

The wages and salaries of people in industry were 5 per cent higher than in 1955 averaging nearly \$67.00 per week. Personal income earned in the province was up 9 per cent with this increase in income there was only a moderate rise in the consumer price index from 116.4 to 118.1.

Consumer spending reached a record \$5.4 billion with every type of store reporting having sold more goods than in 1955. 1955 was a record year for capital investment in Ontario, but 1956 saw an increase of \$500 million to reach \$2.7 billion. About 52,200 homes were completed, while housing starts totalled 48,700.

Did we as realtors enjoy the benefits that our country provided for us? It would appear that in the course of all this expansion and upsurge that we did. There is indication across the country that realtors generally also had a good year in 1956.

Residential Housing Vulnerable

The overall picture indicates that the current economic upswing, in its third year, shows no signs of general vulnerability and that increases in capital outlays are anticipated in all major sectors except residential housing.

On this matter of housing, residential construction which accounted for one quarter of the total investment outlay in 1955 declined somewhat in relative importance in 1956. 1955 completions were 128,000 last year Canadians completed an estimated 139,000 housing units (including conversions).

The number of new families added numbered about 88,000. More houses built and fewer families formed means that housing completions last year exceeded net family formation by something like 50,000.

The record suggests that we have been building more houses in Canada in the last few years than the current rate of family growth of the country appeared to warrant. This helped of course for us to overcome the housing shortage that had been built up in Canada during the depressed 30's and during World War II, but by 1956, we had reached a situation where in some cities and towns the sales of newly-built homes had fallen off.

The suggestion that the bottom has fallen out of the housing market seems unfounded. Everything considered, it is a reasonable assumption that the number of new houses start-

(Continued on page 16)

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house sales will become as competitive as car sales

ed and completed in 1957 will be fully in line with the general growth of the country.

A decline in house-building is predicted for 1957 of roughly 18 per cent. Some of the results may be beneficial for the future of the country and the house building industry. A reduced but nevertheless high level of new house building will give the industry an opportunity to put its own house in shape and to adjust itself to somewhat changing market conditions. It appears that the main challenge to the house-building industry is to provide better homes than the average Canadian family can afford. Probably the best time to try to do a better job, to plan a house properly and to try to achieve economies, is when there is a pause in the hectic house-building boom that has been going on in recent years.

The outlook in this field is reassuring. The rate of our population growth is again rising, partly because the number of births continues at a high level, partly because of the prospects for an increased flow of immigrants to this country, particularly central Canada. Therefore, a somewhat lower but still high level of house-building activity in 1957 may bring a better equilibrium to the housing market, setting the stage for further expansion in the next few years.

New Starts Less

The fact that the number of new starts will be less this year can mean only one thing to we realtors, and that is, we have a wonderful opportunity to advance our selling techniques on existing homes. If, as we have hoped for some few years, the government would assist in the financing of the older home, an even better service could be rendered by the members of our profession. We do have one advantage, and that is, that a good real estate salesman has as much if not more opportunity for earning a commission in a poorer market than in a runaway market.

What happened to money? It would seem that my reference to building more houses than can be sold comes into play here. In other words it does not seem logical to divert scarce investment funds from Canada's industrial development to increase the stock of unsold houses. It has been said that the Canadian government raised the interest rate

on loans under the N.H.A. to assist potential home owners who wish to acquire new houses, in order to put these borrowers into a competitive position in bidding, for funds available for investment.

What will the increased N.H.A. lending rate mean to builders and home buyers? On a \$10,000 mortgage the effect will be—the builder will pay about \$10 more during the months he finances construction. The buyer will pay an extra \$870 over the life of a 25-year mortgage, or an extra \$2.90 per month.

The Government was caught in a difficult dilemma. It can be accused of raising the cost of housing and making it more difficult than ever for the little fellow to afford his own home. On the other hand, if it hadn't done something it could have been accused of letting the credit squeeze operate against housing more drastically than against anything else.

Shortage of Savings

From the standpoint of economics the increase will probably assist in attracting to housing a larger share of the available investment funds. One must not exaggerate the effect of any possible change, however, for the fundamental fact is the overall shortage of savings to meet the total requirements for construction and other capital expenditure.

Something has to yield in the competition in the market and the demand for many products is so strong that those producing such things may be willing to pay more for loans than those borrowing to build houses. It can probably be expected that over the longer term as distinct from the next 6-9 months, there will be a good supply of funds available for housing.

New Ideas for Home Sales

While still on the subject of housing it might be well to discuss briefly what the news is in homes. It has been said that the 1957 homes will rival the autos for style and sales gimmicks. This is probably, as a result, inferring that house sales will be as competitive as car sales. In any case, there is a selling job to do in 1957 and many house builders have had planners, architects, color consultants, and financial men working on 1957 plans for several months past. These are some of the ideas which have been suggested:

Emphasis will be on the medium

priced home rather than on low cost. Experience suggests that there is a big demand for the \$14,000-\$18,000 dwelling.

Appeal of the split level and bungalow types remain on top. The news in bungalows is being made by bungalows built closer to the ground—where they belong. More of them than before are being built on a slab foundation, without basement. Such a house needs a level lot larger than average size, but where such land is available, slab construction can produce an economical house of great distinction. Some builders reckon that a basementless house can save as much as \$2,000, enabling them to sell an \$18,000 house for \$16,000.

The news in split levels is that in the hands of a sensitive architect a split level CAN make good design sense even on level ground. However, the best are still designed for sloping lots where the lowest level can be entered from the outside.

Probably the biggest news is the new 2-storey. Instead of looking too high for its foundation, the new 2-storey seems to grow out of the ground. Actually it's a bungalow raised a few feet to let light and air into what used to be the basement. The best plans use this new space as part of the living area of the house—but that's a trick some builders of the "new" 2-storey have yet to learn.

Designs tend to provide the maximum livable space so that mortgages can be hiked with a consequent reduction in down payment.

A big appeal is expected to lie in the provision of built-in laundry equipment, the cost included in the total price. Other selling ideas will be in special treatment of roofs and sidings and color arrangements to the purchaser's choice with free advice from experts.

Many new homes will carry a warranty covering, in a few cases, as long as the first year of occupancy.

Prices Up Slightly

Prices of new improved properties increased only slightly, about 3 per cent in 1956 — in most cases this increase was due mostly to higher land costs. Materials and labor created better quality of workmanship—hence more saleable. Existing homes generally reflected slower movement on the market. Premium prices have dwindled. Loans available on the older homes were somewhat

smaller and there was a considerable increase in the number of second mortgages taken back by the vendors.

More existing houses have been available for rent—many because a sale was not effected. Residential rents in new apartment buildings remained at practically the same level, although many required a much longer time to locate tenants. Vacancies were greater, particularly in older units. It is indicated in many sectors of the province that the supply has caught up with the current demand. It is likely that with the market for suites dulling somewhat, apartment building may taper off this year, although small investors appear keen on duplex and triplex investments.

Rise Expected

The industrial field of construction is expected to rise by 7 per cent. A significant pointer in this sector of construction is the continuing increase in contract awards. It was the most consistently high factor throughout last year and continued when other categories drooped.

The demand for multi-storey industrial buildings continues on the decline. What was good manufacturing space has become in many cases just storage space—rented—and very often only on short term lease. The demand is still for the one-storey building. The industrial trend to suburban and small city locations, where industry can have a larger and more stable labor pool, is expected to increase this year as major companies continue decentralization policies—and land and other cost factors become more important in the current financing situation. Some sources predict a marked increase in the volume of building for leaseback.

Office Buildings

It is expected that office building construction will maintain its 1956 level, or forge slightly ahead, particularly in the larger Ontario cities. New materials and design have enhanced eye appeal and rentability, although little change is expected in asking rentals.

A major increase is looked for in building, expansion and modernization of stores, largely because of the forward plans of the big chain stores for supermarkets across the country.

Another growing item this year will probably be warehouses and similar facilities because of the definite movement among large

(Continued on page 22)

Resolution Proposes Committee On Licensing Legislation

The Ontario Realtors, meeting in Ottawa, resolved to set up a committee to wait on the provincial government with regard to strengthening existing licensing legislation in the public interest.

Occasion was the closing session of the 35th annual conference of the Ontario Association of Real Estate Boards at the Chateau Laurier.

Other resolutions called for investigation of ways and means by which the price of houses financed under the National Housing Act can be brought within reach of the average income group, and commended the provincial government for its activities in the fields of community planning, redevelopment, and conservation. Also noted was the government's recognition of the financial plight of Ontario municipalities through increased grants-in-aid.

Text of the resolutions follow:

Resolution No. 1

HOUSING:

Whereas because of current monetary conditions, N.H.A. housing is priced beyond the economic reach of the average income group; And whereas a serious social problem is involved; Therefore, be it resolved that this Association petition the Canadian Association of Real Estate Boards to investigate the situation and recommend such remedial measures as it sees fit.

Resolution No. 2

PLANNING:

Whereas in the past year, the Government of the Province of Ontario has seen fit to enact additional legislation with respect to community planning, urban redevelopment and conservation of natural resources; And whereas this Association has long been interested in the furtherance of the objectives sought; Therefore, be it resolved that this Association commend the provincial government for its activities in this connection and re-affirm its willingness to co-operate with the appropriate departments in every possible way.

Resolution No. 3

MUNICIPAL TAXATION:

Whereas at its current session, the

government of the Province of Ontario has introduced legislation to increase its grants-in-aid to municipalities; And whereas, this action relieves to some extent the tax burden imposed on residential property owners; Therefore, be it resolved that this Association go on record as commending the provincial government for taking an interest in the financial plight of Ontario municipalities.

Resolution No. 4

FORMATION OF COMMITTEE:

Be it resolved that this Association form a committee authorized by the Executive Committee to wait on provincial government representatives with regard to license law, to institute such studies as may be necessary, and to make and negotiate any proposals which may be deemed expedient.

Resolution No. 5

GENERAL:

Be it resolved that the formal thanks and appreciation of this Association be extended to the speakers, chairmen, moderators, discussion leaders, and other program participants who assisted in making this 35th annual conference of the Ontario Association of Real Estate Boards an outstanding success.

Furthermore, that the thanks of the Association be extended to the Chateau Laurier for the capable and efficient way in which it handled the necessary arrangements; to the city of Ottawa and the Tourist Information Bureau for their assistance and advice; to the railways, air-lines and bus lines for their courteous attention to the delegates and their wives; and to the press, radio, and television representatives for their effective news coverage.

Furthermore, that special thanks be extended to the Ottawa Real Estate Board, particularly to the officers, directors and the members of the Conference Committee; to the executive secretary and his staff, and all others who worked diligently and loyally to insure the smooth functioning of this conference and the enjoyment and enlightenment of those in attendance.

Executive Sec. Reports On "Best Year Yet"

OAREB Executive Secretary Tells Ottawa Convention Of Progress over Past Year



BILL FOLLOWS
Executive Secretary

One of the most pleasant tasks I have as your secretary, is the opportunity to report to the membership of the Ontario association. This is my third official report and it is fortunate that I have been able to refer to each year as an exceptional year of progress. 1956 was such a year and I sincerely hope that the secretary's report of this association will continue to record progress and to be optimistic.

In the field of membership our efforts in 1956 have been most gratifying. Our membership is at an all time high with a total of 4,482 members. 1,099 members have been added to our roster in the past year. This represents a 32 per cent gain for 1956. Two new boards have been formed, one in the Richmond Hill-Thornhill area just north of Toronto and the other in the city of Timmins. This brings the number of boards to 33.

These figures are most impressive, when we consider that at the end of 1953, our membership count stood at slightly less than 2,000 with 17 boards, we can see that the last three years represent a phenomenal growth for organized real estate in the province of Ontario. It is significant to note that in 1953, there were 5,800 persons engaged in the business of real estate in the province of Ontario, of which 36 per cent were members of the association. Today there are approximately 7,800 employed in real estate, of which our membership of 4,500 represents 58 per cent.

Sound Financial Situation

I am pleased to report that your association is in sound financial condition. For the first time in a number of years, your association realized an excess of income over expenditures for the year. Our income was \$35,186.82, our expenditures \$27,340.41 for a net gain on the year's operation of \$7,846.00. As of December 31st, 1956, we enjoy a surplus of \$13,600. As a further indication of

the progress of your association, the tentative budget for 1957 is within \$1,000 of being equal to the total income for the years 1953 and 1954.

Our co-operative listing system, which has experienced rather trying years in the past from a financial point of view, has resulted in a net gain of \$1,448.74, as compared to a net loss of \$1,288.00 in 1955. It is very easy to be most optimistic towards our co-operative listing in 1957.

The executive committee held seven meetings during the year, the directors held four, including the annual meeting here in Ottawa.

In addition to the meetings of the executive and directors, a great number of committee meetings were held throughout the year. Your license law committee, under the chairmanship of Mr. P. J. Harvey, has met many times with the officials of the Department of Real Estate on behalf of the members of this association. The actions of this committee receive very little publicity, yet the benefits of their activities are enjoyed by all those engaged in the field of real estate in the province of Ontario.

Educational Projects

One of the major projects undertaken by the association has been in the field of education. The association has co-sponsored with other real estate organizations, a lecture course at the University of Toronto.

Further, your education committee, under the chairmanship of Mr. McFarlane, have prepared the material for an educational manual to be produced by the association. This manual will be approximately 300 pages in length and will contain a tremendous amount of useful information for the benefit of those already members of the Ontario association and those contemplating membership. It contains examinations which are to be completed by both salesmen and brokers when

applying for membership at the local board level.

Your regional directors have been most active during the past year, visiting their boards at least twice. The basic function of the regional directors has undergone a considerable change since this office was created. There is no longer a problem of the formation of local boards. In fact, I believe there remain very few centres in Ontario today of sufficient size to warrant a real estate board. Rather, regional directors are the connecting link between the board and the association. Their problem is to keep the member boards operating at peak efficiency and by so doing, the association is made more active and its benefits more embracing.

Visits to Boards

It has been my pleasure as your secretary, to have had the opportunity to visit many of the member boards during the past year. I take this opportunity to express my sincere appreciation for their kind invitations and the opportunity to meet with their membership.

In view of the action taken by your directors yesterday, this could conceivably be my last official secretary-treasurer's report. Your directors approved the employment of an associate secretary who eventually will become the sole property, so to speak, of the Ontario Association. This step is necessary in view of the phenomenal growth, not only of Ontario association, but also the other two associations of which I act as secretary.

Congratulations Due

In conclusion, I would like to congratulate the executive committee, the directors, and the committee chairmen who worked so conscientiously to bring about the excellent progress we have made in 1956. To our president, Dick Whitney, I would like, on behalf of the members, to pay special tribute. The demands on his time have been tremendous over this past year. He has given to the association outstanding leadership, untiring efforts and self-sacrifice. He has given us inspiring direction which, I am sure, reflects in the standing of the association which is at its highest in our history.

Finally, on behalf of all the members of the Ontario Association of Real Estate Boards, my thanks to all those who have given so freely of their time and effort in the interest of our association. Thank you.

Convention Album

Success of a convention can't be measured in terms of work done and fun enjoyed alone. They turn up over the year in one's revitalized pride in the profession, in the renewed knowledge that integrity and responsibility are the real forces behind accomplishment.



THE LIGHTER SIDE of the convention. Top: realtors and their wives and friends enjoying the dancing which followed the floor show at the Chaudiere Club. Centre: Party about to embark on sightseeing bus for tour of the nation's capital. Bottom: On the grounds of the Government House, realtor's wives are enamoured by the trimmings of one of the guides.

attending boards get achievement, attendance awards



Left: Albert Takefman (Hamilton) presents the Jutten trophy to Glen Swallow (Orillia). Trophy is awarded to the Board with the highest percentage of attendances at the convention. It marked the fourth occasion that Orillia Board has won the trophy. Right: Ross Thompson and Bruce Sargeant look on while Murray Bosley presents the Board Achievement Trophy to Austin Elliott of the Peterborough Real Estate Board. The trophy is awarded to the board showing the greatest progress during the year.

Experts Answer Topical Problems At Lively Interview Panel

The interview panel on Tuesday afternoon drew many plaudits from listeners who found the informed comment to questions put to a group of experts interesting and educational.

Bert Katz chaired the interview panel. By way of explanation he said that O.A.R.E.B. felt there were many

besetting questions which require answers, and for that reason they had gone out to seek the answers and counsel from five prominent experts.

He then introduced dominion statistician Walter Duffett, who was interviewed by E. N. Rhodes.



WALTER E. DUFFETT

Statistician Tells Of Urban Increases

Population up 800,000

Answering the questions put to him by Mr. Rhodes, Mr. Duffett told the audience that Ontario's population had risen by 800,000 since 1951. This was a 17 per cent increase; and the third highest rate of growth among provinces, only Alberta and British Columbia being higher.

The urban population had risen 24 per cent in this period, whilst the rural population was barely steady. Seventy-five per cent of Ontario's population now resides in urban areas.

Ontario's increase in population was fairly evenly divided between natural increase . . . (53 per cent) and immigration (46.5 per cent).

Questioned about the increase in the growth of population in fringe areas of large cities, new subdivisions and the like, Mr. Duffett said that these areas had shown a fifty per cent increase in population since 1951.

Mr. Duffett went on to give some

statistics culled from the results of the annual survey which the Dominion Bureau of Statistics makes on a sample basis of 30,000 households. This is called the Household Facilities and Equipment Survey, and provides information on household size, tenure, rents, heating facilities, appliances etc.

It showed that about 73 per cent of the dwellings in Ontario were owned and 27 per cent rented. The ratio of home ownership is lower than in the Atlantic provinces and Saskatchewan and compares with 68 per cent in Canada as a whole.

In Ontario, 72 per cent of dwellings are single detached, 11 per cent single attached, and 17 per cent are apartments. This contrasts strongly with Quebec where 47 per cent of the dwellings are apartments.

Tenants' Incomes Low

About 69 per cent of the group were home owners, the survey showed. Another 25 per cent were tenants and 6 per cent lived in rooming houses and the like. Of the home owners, 60 per cent had incomes of over \$4,000 per annum, while barely half of the tenants had incomes above this figure.

The figures showed that home ownership and income tend to be associated with certain characteristics of age and income. There is a noticeable tendency for families with more children to be home owners and those with fewer to be tenants. As far as age is concerned 80 per cent of those over fifty have their own homes,

of those in the middle age group (35-49) 73 per cent whilst those in the 25-35 age group only 50 per cent are home owners.

The average income of a home owner was found to be about \$4,700: that of a tenant about \$4,000.

What The Future Holds

Asked what changes in basic population might affect family needs in the future, Mr. Duffett said that no statistician attempts to prophecy the future, but pointed to the Gordon Commission's estimates of population increases. He was of the opinion that a higher proportion of the population would be urban.

"A further stimulus to population and to housing demand" he said "will come from the fact that a much higher proportion of the population will, in the coming years be of marriageable age. The big increase in population since 1951 has been among children up to nine years of age. By 1970 this group will be between twenty and thirty years of age and will actively be seeking housing."

* * *

Mr. W. F. Lougheed, a graduate of McMaster University and the University of Chicago, has written two books, one on Labor-Government Management Relations and one on provincial finance. In 1948 he was appointed chairman of the committee on municipal-provincial relations of the civic advisory council of Toronto. His subject was monetary conditions, and he was interviewed by Murray Bosley.

Mr. Lougheed said at the outset that he didn't personally feel that there was the degree of inflation in the country that many people seemed to accept. "If we look at the number of motor-cars available, and refrigerators, television sets and all that sort of thing, we might come out with the fact that there's not enough money chasing too many goods in some sectors of the economy".

Monetary Controls

Murray Bosley questioned him on monetary control. These, argued Mr. Bosley, had hit the housing industry and the automobile industry. Might there not be a better way of controlling the situation, by definitive control as opposed to a straight monetary control?

Monetary restraints, Mr. Lougheed believed, have affected different industries differently, and some people have felt that the impact has been unnecessarily severe, but on the whole, he believed they were more desirable, to other forms of restraint,

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W. F. LOUGHEED

Foreign Capital Needed For Development Argues Management Expert

such as direct controls or special taxes.

On the ever-present topic of "tight money" Mr. Bosley pointed to the annual statements of life insurance and trust companies, which show a considerable increased accumulation in savings during 1956. He was at odds to know if Mr. Loughheed felt this was going to be sufficient to keep pace with our new capital requirements.

Need for U.S. Savings

Mr. Loughheed said that he didn't think we could have put aside savings in the last few years to provide for the capital works that have been achieved. "A lot of Americans have been doing that saving for us," he said, "and I don't think there is any objection to this."

He believed that the assistance of foreign capital was very necessary for Canadian development programs, otherwise it would be impossible to match the kind of capital demands that are prevalent today.

Dr. O. J. Firestone, economic advisor to the Department of Trade and Commerce, answered questions that were put to him by Bert Katz.

Dr. Firestone has been associated with the Federal Government for the last 14 years and today is economic advisor to Trade and Commerce. He is the author of a number of government reports and books, including "Residential Rest Estate in Canada" and the Growth and Future of the Canadian Market from 1900 to 1975.

Dr. Firestone was optimistic about Canada's future. He agreed with Mr. Howe's recent comment that "Perhaps we have not been optimistic enough" in the past.

He anticipated that the gross national product of Canada would continue to increase in real terms over the next quarter century. He was hopeful that purchasing power would increase and thereby support effective demand for goods and services. "This is upheld" he believed, "by the increasing productivity of the Canadian people, which makes it possible for them to earn higher real incomes."

Immigration is a big factor he felt, as it means more consumers providing demand for the products of industry, more housing and an expanding labor force.

Asked if he felt that the Government was in the housing business to stay, he said "It seems to me the reason that the Canadian government is in the housing field is because the the Canadian people want it to be active in a field of national importance."

Doctor Firestone went on to answer question by Mr. Katz on exploitation of northern resources, the newly-formed Arts Council, emigration from Canada to the United States and the high rate of national defence expenditure.

C.H.M.C. Chief Discusses Finance Of Mortgage Loans

Stewart Bates' topic was housing finance, and he was interviewed on this subject by H. C. McArthur. Mr. Bates, president of the Central Housing and Mortgage Corporation, is a specialist in his field and one well able to advise realtors on current financing problems.

Harry McArthur's first question dealt with CMHC's position in regard to legislation affecting the supply of mortgage money. Mr. Bates replied that the National Housing Act had within it several instruments for such situations.

\$190,000,000 Available

It can for example, appoint as its agents for the issuance of mortgage loans present lenders of money, such as insurance companies, trust companies and banks, and simply issue them instructions as to how many mortgage loans to make.

Two-hundred and fifty million

dollars was apportioned by Parliament, of which only \$60,000,000 has been used, so that there is about \$190,000,000 available for the government to use in this way should it so desire.

In addition, it can act as a buyer of mortgages now held by banks or insurance companies, making it conditional that for each mortgage bought by the government, the bank or insurance company issue a new one.

"The Central Mortgage and Housing Corporation", said Mr. Bates, "Could enter the business overnight if so instructed."

Another possibility was a "mortgage bank," such as operates in the United States, where mortgage paper can be graded in the same way as bonds. "If we in this country had such an agency to sell mortgage paper, large blocks of American capital (pension funds for example), or Swiss capital would come in and buy the paper as it would be an attractive investment. At present it's a 6 per cent investment . . . a perfect investment for pension funds", said Mr. Bates.

Mr. Bates went on to say that such



STEWART BATES

a market is slowly developing, for in 1955 chartered banks sold about \$17,000,000 worth of mortgages and in 1956 the figure was \$50,000,000.

Inflow of Foreign Capital

Questioned about the inflow of foreign capital, Mr. Bates was dubious about its introduction. He felt that the foreign capital would be inclined to make a short term investment for a quick profit and then to move out with its profits.

Questioned about the availability of mortgage money for used housing, which Mr. McArthur pointed out would help realtor's businesses tremendously, Mr. Bates answered that there was no provision for such, under the National Housing Act. If this was required, the act would have to be amended or altered. He had no idea if the government intended to do this at some stage in the future.

Topical Problems Answered at Interview Panel

(Continued from page 21)

Subdivision Authority Comments on High Services Cost

Mr. A. C. McClaskey, a former supervisor of CHMC in Ontario and now president of the Don Mills Development Ltd., and the Greater Hamilton Shopping Centre Ltd., was interviewed by Mr. Pat Harvey of Brantford.

Fast Pace of Urban Development

Being interested in urban development, Mr. McClaskey was able to give some figures as to the increasing urbanization of Ontario centres. "It's not often realized", said Mr. McClaskey "that the physical expansion of our urban centres is about three times the rate of the population growth. In 1947 the entire development area of what is known as Metropolitan Toronto was some 69 or 60 square miles. Since that time, an additional 64 to 65 square miles has been brought under development. In other words Metropolitan Toronto has been eating up land at the rate of about 8 square miles a year."

The Gordon Commission, he pointed out, forecast an additional 900 square miles coming under urban development across Canada in the next 25 years.

"What are the main problems facing a subdivider today?" was Mr. Harvey's next question. Mr. McClas-



ANGUS C. McCLASKEY

key's prompt reply, was that the first foremost problem was the high level of services demanded by most municipalities. The demand "for Cadillac services for a Ford chassis" was the way he put it. Design criteria, and engineering criteria that were now being laid down were also increasing the costs of services.

All Charged to Lot

In the past, various types of cost were traditionally charged to the municipality at large, or to sewer or water areas. Now these are being focussed on a capital basis in relation to the lot: this increases the cost to the home owner.

Other demands are being made by municipalities. These include contributions to schools and similar services. "At the Don Mills project" he said, "60-foot lots with services cost \$2,800 in 1953. The same lots today sell for \$5,400."

Concession roads, too, he lamented were now becoming the responsibility of the subdivider.

"We are only soaking the homeowner," he said, "as the price of serviced land goes up, fewer and fewer Canadians can buy houses, no matter how much mortgage money is available."

Retiring President Sums Up Activities

(Continued from page 17)

manufacturing companies to improve their distribution to meet increasing competition.

And so we have covered some considerable ground for a Monday morning, but in all respects have failed to make reference to our own individual municipality. Both by choice and necessity, the real estate fraternity reckons with factors more fundamental than profits and commissions. The dollar and cents aspect is tremendously important, of course, but we are also dealing with values that concern a way of life. We are dealing with urban and suburban areas, with entire communities and their development.

As our business demands our interest in this, so the demand on the municipalities should be as great. We are all aware of the effects of improper zoning, planning and traffic control, but on whose shoulders fall the responsibilities of seeing it is not repeated. Many real estate tax dollars are being spent today as a consequence of the improper zoning and planning of yesteryear. Let us encourage our municipalities to spend a dollar today to obtain the best professional advice available, so not to repeat these costly mistakes and to be able to save many dollars in the future.

Benefit of Experts

Ladies and gentlemen, that is the situation as I see it. 1956 is a completed story and conclusions can now be drawn. Any subtle predictions in this talk can only be classed as opinion and the right or wrong will only be answered this time next year.

We, in attendance at this conference, are indeed fortunate that we shall have the benefit of opinions from such men as have agreed to join us in our program, and in particular I make reference to those on our interview program tomorrow afternoon.

I feel certain that many of the answers we are seeking will come out at this time. I would much prefer to have been able to prepare this address following that session.

In closing, I would suggest that we in the real estate business need take no back seat to any other profession. Real Estate is the biggest business and the best investment in the world. Our only endeavor should be to do it justice, and that, by sincere and proper service.



ONE of the best attended of the round tables was that on Industrial and Commercial real estate, at which the moderator was George Whitney.

ALBERTA

Real Estate Association

EXECUTIVE COMMITTEE

Aubrey M. Edwards, President, Calgary
J. N. Winterburn, vice-president, Edmonton
Directors: E. Jackson, Calgary; E. Sanders, Calgary; H. Milstad, Edmonton; R. Grierson, Edmonton; J. Rushfeldt, Delburne; L. Coward, Lethbridge; E. A. Wiseman, Red Deer.

Central Alberta R.E.A.

At a recent quarterly meeting of the Central Alberta Real Estate Association, Mr. Wm. Bolze of Red Deer was elected President succeeding Mr. E. Wiseman.

Mr. Doug Thorn has been named Vice-President and Vernon Gilbertson Secretary-Treasurer, and the members of the Board of Directors include George Blair, Stettler; Melvin Galloway, Olds; Jack Innes, Sylvan Lake; Lloyd Puffer, Lacombe; Norman Leischner, Red Deer; and Gordon Cross, Red Deer.

Indications at the meeting were to the effect that 90 per cent of the Red Deer realtors favor the formation of a Co-operative Listing Bureau which will be based on the operations of Calgary and Edmonton. It is hoped to get the Co-op rolling in Red Deer within the near future.

Calgary Real Estate Board

One hundred and ten members of the Calgary Real Estate Board attended the March General Meeting in the Palliser Hotel recently and heard Guest Speaker Mr. Kenneth Ford, Industrial Co-ordinator for the City of Calgary. Mr. Ford described in considerable detail plans to promote the attraction of industry to this city, and his talk was of great interest to the realtors present.

Annual Convention

The 10th Annual Convention of the Alberta Real Estate Association was held in Edmonton, Saturday, March 16, and 161 realtors registered in addition to many guests.

Guest Speakers included former C.A.R.E.B. President, Mr. J. A. Weber, who discussed the Canadian Institute of Realtors and the C.I.R. Course, and Professor Duncan Campbell of the Department of Extension, University of Alberta—"Adult Education in a World of Change".

The highlight of the Convention was the address of Mr. Frank MacBride, Jr., of Sacramento, California, Past President of the California Real Estate Association. Mr. MacBride's

talk, entitled "Knowledge plus Enthusiasm equals Sold Signs", was exceptionally well received by the delegates, and Mr. MacBride's partner, Mr. Steve Williams of Sacramento, gave a brief but informative talk on Sub-divisions.

The Convention was honored by the appearance of the Hon. Raymond Rignson, Minister of Industry and Labor for the Province of Alberta, and the Superintendent of Insurance Mr. J. A. MacPhee.

Mr. Donald M. Spencer of Edmonton was elected President of the Alberta Association for 1957 and other officers and directors are as follows:

Mr. E. H. Jackson, Calgary, Vice-President; Directors, Mr. Linc Coward, Lethbridge; Mr. P. Buttar, Edmonton; Mr. W. Bolze, Red Deer; Mr. L. W. Puffer, Lacombe; Mr. W. A. Brown, Mr. H. S. Kent, Mr. A. M. Edwards all of Calgary, and Mr. W. F. Johns of Calgary, Secretary-Treasurer.

Resolutions

The following resolutions were adopted by the Association:

"That the Commission Schedule be amended to include:

(a) OPTIONS TO BUY PROPERTY: WHERE SECURED BY BROKER. If a consideration, cash or otherwise, has been paid for an option arranged by a broker, and the option is not exercised, the broker shall charge the principal granting the option one-half of the consideration received, but in no event shall this amount exceed the sale commission to which the broker would have been entitled had the option been exercised.

(b) If a Broker is engaged by a prospective purchaser to secure options for which only a nominal consideration, or none, is paid, the Broker should have an agreement in advance for compensation by the prospective purchaser, and he shall charge compensation accordingly, whether the options are exercised or not."

"Whereas there is an urgent need for more people in Canada, be it resolved that this Association, at its Annual meeting, request the Government of Canada to do everything possible to increase our population by encouraging greater immigration on a selective basis and that this resolution be forwarded to the Prime Minister of Canada."

"Whereas there is an urgent need for new homes in Alberta and whereas the lack of sufficient N.H.A. mortgage funds is drastically curtailing the building of low medium priced homes in the Province of Alberta, therefore be it resolved that this Association request the Government of Canada to take whatever steps that may be necessary to attract more N.H.A. funds to the residential house construction field and that this resolution be forwarded to the Prime Minister of Canada."

Increase in Membership

It was reported to the Convention that membership in the A.R.E.A. during the past year had increased 21 per cent from 439 in 1955 to 531 in 1956.

**DON'T FORGET
TO MAKE YOUR
PLANS EARLY...**

**The 1957 National
C.A.R.E.B. Conference
is scheduled for
October 19 to 24
in VANCOUVER**



Real Estate Association

Sixth Annual Convention

The sixth annual convention of the Saskatchewan Real Estate Association will be held in the community Hall at Waskasieu, June 21 to 22.

Tentative Agenda

Thursday, June 20

8 - 10 p.m.—Registration.

Friday, June 21

8 a.m.—Registration

10 a.m.—Official opening
Community Hall
Call to order—"O Canada"
Invocation
Chairman's remarks
Welcome to Waskasieu
Board of Trade.

10:20 —President's Address
H. D. Link
Secretary-Treasurer's
Report—L. Wickett

11:15 —Keynote Address
Mr. W. Frank Johnston,
executive secretary —
Calgary Real Estate
Board Co-operative Ltd.,
"Educate In '58".

12:15 —Primary Committee
Meetings
(a) Legislation and Resolu-
tions—Clarence Mahon
(b) Commissions & Standard
Forms—Clarence Langrill
(c) Membership—Bill Taylor
(d) Constitution—Gordon Mc-
Callum.

12:30 —Noon Adjournment.

Afternoon Session

2 p.m.—Chairman—Bill Taylor
Vice-Pres. S.R.E.A.
Panel Discussion—"Think
Success—It is Conta-
gious"
Moderator—Don Koyl—
2nd Vice-Pres.—C.A.R.-
E.B.

4:00 —Coffee break.

4:15 —Committee meetings
reconvene

5:45 —Adjournment.

Evening Session

6:30 —Reception

7:00 —Banquet

Speaker—"Saskatchewan
On the March"

9:00 —Social.

Saturday, June 22nd

8:30 a.m.—Round Table Discussion—
Topic I—Local Real Es-
tate Board—Moderator
—Doug Woodley.

Topic II—Residential Sales
— Moderator — Fern
Pavelic

Topic III—Co-op Selling
Service — Moderator —
Jack Bailey

Topic IV — Commercial
Sales — Moderator —
Clarence Mahon

Topic V—N.H.A. & Pro-
ject Development—Mo-
derator—

10:15 a.m.—Coffee Break

10:30 —Business Session

—Report of Legislation
Committee—Clarence
Mahon

—Report of Commission
Committee—Clarence
Langrill

—Report of Membership
Committee—Bill Taylor

—Report of Constitution
Committee—Gordon
McCallum

—Report of Arbitration
Committee—Bob
Klombies

11:30 —Election of Officers
Report of Nominations
Committee—Gordon
Medhurst

12:30 —Noon Adjournment.

Afternoon Session

Delegates—Free time

Executive Committee—(newly elec-
ted and retiring)

—Dinner and initial executive
meeting.

President Makes Tour

Saskatchewan Real Estate Associ-
ation president Harry Link spent sev-
eral days on a provincial tour of Sas-
katchewan centres. Special meetings

EXECUTIVE COMMITTEE

President—H. D. Link, Saskatoon.

1st Vice-President—W. D. Taylor, North
Battleford.

2nd Vice-President—Mrs. Fern Pavelic,
Prince Albert.

Directors. C. G. Langrill, Yorkton; W. J.
Johnston, Swift Current; G. Medhurst
Wilkie; R. P. Klombies, Saskatoon; Ed Hud-
son, Moose Jaw.

Secy.-Treas.—L. Wickett, Saskatoon.

Publicity Chairman—Mrs. Bernice Norman,
Saskatoon.

and private interviews with individ-
ual agents at Regina, Moose Jaw,
Swift Current, Wilkie and North Bat-
tleford were reported to be most sat-
isfactory and encouraging. Following
a special dinner meeting at North
Battleford, Mr. Link said a local
board was organized under the chair-
manship of Bill Taylor. Realtors are
looking forward to the Waskasieu
annual convention with enthusiasm.

Amendments to Licensing Act

Mr. Link expressed keen satisfac-
tion when the first session of Saskat-
chewan's Thirteenth Legislative re-
ceived and passed the following a-
mendments (as proposed by the Sas-
katchewan Real Estate Association)
to the Real Estate Agents Licensing
Act 1953.

(1) The Real Estate Agents Licen-
sing Act is amended in the man-
ner hereinafter set forth.

(2) The following section is inserted
after section 16:

16a—(1) Where a licensed agent
who carries on business as an in-
dividual agent dies, the super-
intendent may grant to the exe-
cutor or administrator of such
agent a temporary license as an
agent for the balance of the lic-
ence year in respect of the busi-
ness of the deceased agent.

(2) All salesmen licensed as
salesmen of the deceased agent
at the time of his death shall be
deemed to be licensed as sales-
men of such executor or adminis-
trator.

(3) Section 21 is amended by adding
thereto the following:

"such assignment or payment
over to be in accordance with
and upon conditions set forth in
the regulations or in any special
order of the Lieutenant Governor
in Council".

(4) Subsection (3) of section 27 is
amended by striking out the word
"business" in the sixth line and
substituting the following: "real
estate business and in which he

SASKATCHEWAN

(Continued from page 24)

- shall not deposit any other moneys".
- (5) The following section is inserted after section 27:
- "27a—Every agent shall, when required by the superintendent, file a certificate satisfactory to the superintendent as to his financial position which shall be signed by an accountant approved by the superintendent, and by the agent or, in the case of a partnership, by all the members of the partnership".
- (6) The following sections are inserted after section 32:
- "32a—When advertising to purchase, sell, exchange or lease real estate, an agent shall clearly indicate that he is the party advertising and that he is a real estate agent, and any reference in the advertisement to the name of a salesman shall clearly indicate the real estate agent as being the employer of the salesman.
- 32b—No agent or salesman shall hold himself out as being licensed or bonded by having printed in a circular, pamphlet, advertisement, letter or other stationery that he is so licensed or bonded".
- (7) Section 40 is repealed and the following substituted therefor:
- "40—Every agent and salesman shall, immediately after the execution of an agreement to list real estate for sale, exchange, lease or salesman, deliver to the person who has signed the agreement a true copy thereof.
- "(2) No exclusive agreement to list real estate for sale, exchange, lease or rent with an agent or salesman shall be valid unless it is provided therein that it will expire on a date therein specified, which date shall be not later than twelve months from the date of the agreement, and unless the agent or salesman immediately after the execution of the agreement delivers a true copy thereof to the person who has signed the agreement".
- (8) This Act shall come into force on the first day of July, 1957.

Saskatoon Real Estate Board Co-operative Selling Service Ltd.

Newly elected president Doug Woodley addressed a well-attended Breakfast meeting of Saskatoon Realtors and set up some stakes.

He reviewed the three main objects of the Co-op:

- (1) To associate on a co-operative basis and maintain high standard of ethics and efficient relationship among its members.
- (2) To provide better service for the vendor.
- (3) To provide better service for the purchaser.

Mr. Woodley stated that it was the policy of the new board to have every person associated with the Co-op service follow the rules and regulations strictly. The board will only concern itself with written complaints. The board holds the broker responsible for his salesmen adhering to the by-laws. If a member fails to comply, Doug Woodley reminded those present, the directors have the authority to fine, suspend, expel or discipline the offender.

He urged members to submit con-

structive suggestions to the following committees:—

By Laws and Regulations, Harry Link and Gordon Hymers. Public Relations and Advertising, Jack Bailey and Al Christenson. Management, Ob McClocklin and Gordon Racine. Discipline Arbitration, Bob Klombies.

Mr. Woodley said that March 1957 was the best month the Saskatoon Co-operative Selling Service Limited has ever enjoyed. The recently appointed secretary manager, Bill King, is undertaking to set up statistical records for the use of member offices, in order to ensure better understanding and keener participation.

Following is the 1957 Board of Directors: Doug Woodley, President; Bob Klombies, Vice-President; Gordon McCallum, Secretary; Jack Bailey, Harry Link, Ob. McClonclin and Bill King, recording secretary.

Election of Officers

Marks Winnipeg Annual Meeting

On January 23, 1957, the Annual Election of Officers took place.

Following is the slate of new officers:

S. Lewis, President, succeeding C. R. Simonite; W. B. McCutcheon, Vice-President; S. J. Stevenson, Treasurer; and the following directors: C. R. Simonite (past President), L. K. Johnson, Leo Johnson, D. Zaharia, E. J. Aronovitch, Mrs. M. Sutherland, Leon Brown, Bruce Roberts, J. Leithead, W. S. McElhoes, A. Turpie, G. Ruczak, H. Gammon.

Annual Dinner

February 11, 1957, the Annual Dinner of the W.R.E.B. was held in

the Royal Alexandra Hotel, Winnipeg. The guest speaker was Robert P. Gerholz of Flint, Michigan, Past President of the N.A.R.E.B., who took as his topic "Ten Golden Years Ahead". This speech was most enthusiastically received by more than 375 members and guests who were in attendance.

Curling Bonspiel

February 21 and 25, the Annual W.R.E.B. Bonspiel was held at the Fort Garry Curling Club, 22 rinks taking part, and end of play saw newly elected President, Sinclair Lewis, and his rink taking top honors.

Mr. C. R. Simonite handing over the gavel to Mr. S. Lewis, at the annual banquet held at the Royal Alexandra Hotel, February 11, 1957.



COAST-TO-COAST

Vancouver Realtors Challenge Hamilton

One of the longest passes ever thrown with a football was completed in March when Arthur R. Jacobson, Chairman of Vancouver's Multiple Listing Service air-expressed a football inscribed "Vancouver Lions vs. Hamilton Tigercats" to the Chairman of Hamilton's Co-operative Listing Bureau.

With the ball goes a challenge to the Hamilton group. Mr. Jacobson is confident that Vancouver's MLS crew will have a better sales record than Hamilton's CLB group, when time for the annual C.A.R.E.B. Convention rolls around in October. Adding spice to the challenge is the fact that Hamilton has enjoyed a sales edge over Vancouver during the past year.

Winners will be presented with the football at the Convention.

New Directors For 1957

The new executive of the Vancouver Real Estate Board have now

taken up their duties under President Gordon H. MacKenzie.

They are—Vice-presidents H. P. Bell-Irving, H. B. Itter and J. F. Kelly; Directors Denis H. Black, E. L. Boulton, Charlie Brown, Harold Chivers, Harry Gillespie, J. Ross Ker, Leonard Korsch, J. K. Laverick and F. B. Urquhart.

Past president is Arthur B. Jacobson. Division presidents J. D. Barlow, North Vancouver, and John Hawkins, West Vancouver. President of the Salesmen's Division for 1957 is still to be elected.

Convention Planning Underway

Vancouver Realtors, preparing for their role as hosts for the 1957 annual C.A.R.E.B. Convention in the coast city October 19th to 24th, have announced that the motif for the convention will be drawn from B.C.'s famous Indian totem poles.

Vancouver's Ellen Neal, world famous totem-carver, is at work preparing two special six-foot totems to decorate the Hotel Vancouver lobby for the convention.

Realtors attending the convention are to be presented, upon registration, with a briefcase—suitably filled with informational material on Vancouver and the surrounding district, plus all the necessary convention papers.

Moncton R.E.B.

Annual meeting of the Moncton Real Estate Boards was held on March 14th.

Following is the new slate of officers elected for the ensuing year.

Ernie Willis, President; John Ritcey, Past-President; Gordon Page, Vice-President; Ian MacBeath, Secretary-Treasurer; Leo Langis, George Day, Cece McManus, directors.

J. F. Ritcey, chairman of the membership committee, advises that the Board is switching to the use of "Multiple Listing" signs and is having good success with them.

The Board is also giving serious consideration to some kind of a Public Relations program, with the idea of a general panel discussion over the local radio or TV station.

Contributions to Library Fine Public Relations Effort



VANCOUVER city librarian E. S. Robinson (right) and realtor Charlie Brown, chairman of the Vancouver Real Estate Board's education and library committee, exchanged good wishes after a press conference in the 1957 convention city recently. Mr. Brown presented the library with a \$1,200.00 cheque covering a grant made to the library by the board.

The grant, which will be used for expansion of the special business section on Real Estate in the Vancouver library, resulted from the board's continuing campaign to raise professional standards amongst B.C. realtors through education.

In recent years the board has operated its own library of reference works. This will be carried on by the Public Library, with the assistance of the board's contribution. "Our objective" said Mr. Brown, "is to make this the best Real Estate library in North America."

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